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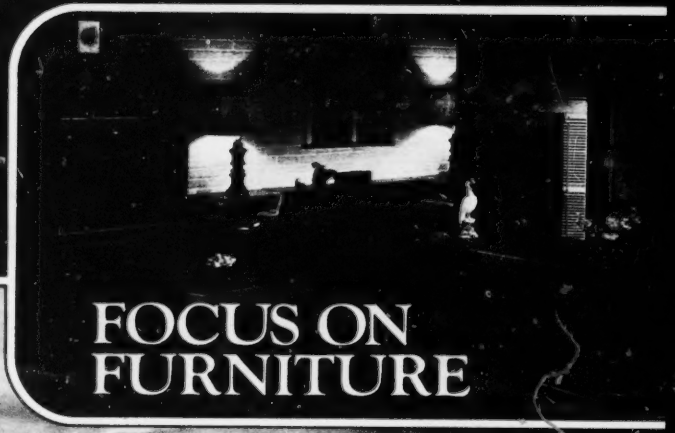
manufactured housing dealer

NOVEMBER 1979

REPUTATION FURTHERS GROWTH



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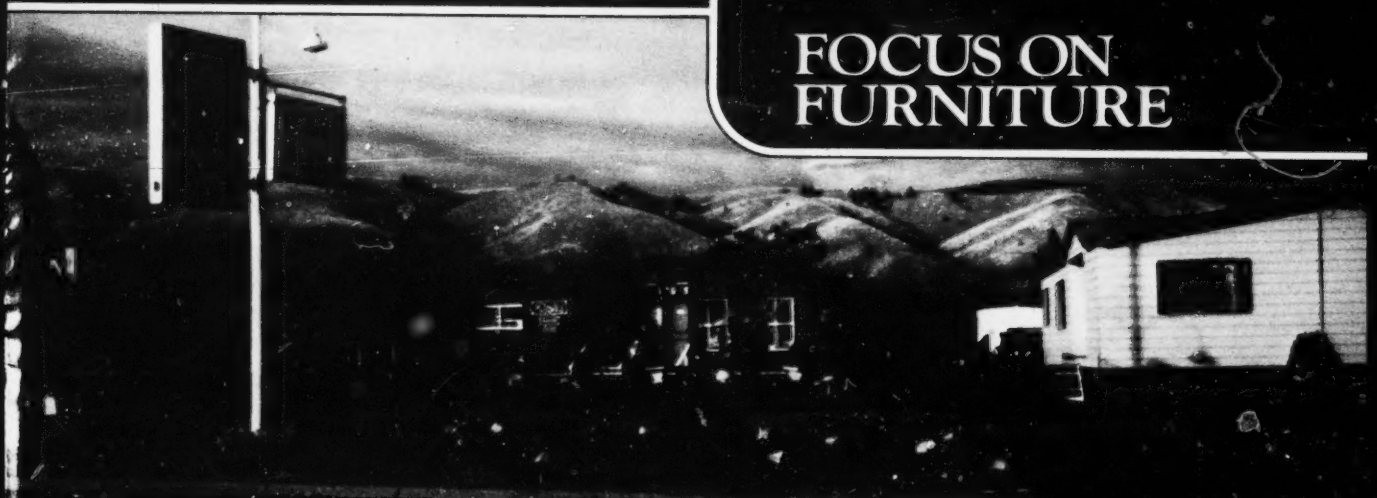

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MANUFACTURED HOUSING DEALER (USPS 356-360)

MANUFACTURED HOUSING DEALER is the first magazine in the mobile—modular housing field devoted wholly to the trade aspects of the industry and is circulated exclusively to mobile home, modular manufacturers, suppliers, dealers and associated groups. It was the first audited trade publication (Business Publications Audit) serving the mobile housing industry.

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ON THE COVER: Boss man of Webster Mobile Homes in Lawrence, Kansas, Bill Webster, is an industry leader, an innovator and one of those with an innate ability to react well to change in ever-changing times. "Sell the park as part of the (home) package," he exhorts his staff. Page 32. This month's superstar operates from the far reaches of the Northwest. Ron Davis, president, Davis Homes Ltd. in Baker, Oregon, a successful retailer, opines, "If dealers don't begin to align themselves with home-site owners, they might find they're out of business." Page 78.

Manufacturer Output

PRODUCTION OF MOBILE HOMES IN AUGUST, 1979

State	Single Wide	Multi-Wide	Aug. '79 Total	Revised Aug. '78 Total	Percent Comparison	Year to Date Revised 1979	Year to Date Revised 1978	Percent Comparison
Alabama	1,762	239	2,001	1,653	+ 21.05	12,050	11,265	+ 6.97
Alaska*								
Arizona	364	294	658	600	+ 9.67	4,880	4,101	+ 19.00
Arkansas	296	59	355	321	+ 10.59	2,343	2,639	- 11.22
California	444	1,680	2,124	2,358	- 9.92	14,869	18,537	- 19.79
Colorado	159	101	260	331	- 21.45	2,002	2,282	- 12.27
Connecticut	0	0	0	0	0	0	0	0
Delaware	0	0	0	0	0	0	0	0
Florida	737	1,501	2,238	1,805	+ 23.99	15,623	11,323	+ 37.48
Georgia	1,625	885	2,510	2,380	+ 5.46	17,026	15,706	+ 8.40
Idaho	509	355	864	898	- 3.79	5,788	6,738	- 14.10
Illinois*								
Indiana	3,118	337	3,455	3,462	- .20	20,532	19,429	+ 5.68
Iowa*								
Kansas	966	74	1,040	896	+ 16.07	7,034	5,899	+ 19.24
Kentucky*								
Louisiana	324	23	347	291	+ 19.24	2,410	2,277	+ 5.84
Maine	87	0	87	110	- 20.91	589	619	- 4.85
Maryland*								
Massachusetts	0	0	0	0	0	0	0	0
Michigan	124	34	158	231	- 31.60	953	1,166	- 18.27
Minnesota	221	87	308	410	- 24.88	2,402	2,709	- 11.33
Mississippi	432	95	527	463	+ 13.82	3,287	3,056	+ 7.56
Missouri	154	91	245	250	- 2.00	1,578	1,644	- 4.01
Montana*								
Nebraska	308	94	402	434	- 7.37	2,684	2,777	- 3.35
Nevada	0	0	0	0	0	0	0	0
New Hampshire*								
New Jersey	0	0	0	0	0	0	0	0
New Mexico	0	0	0	0	0	0	0	0
New York	115	28	143	235	- 39.15	967	1,341	- 27.89
North Carolina	1,581	463	2,044	1,755	+ 16.47	13,275	11,418	+ 16.26
North Dakota*								
Ohio	447	50	497	424	+ 17.22	2,797	2,708	+ 3.29
Oklahoma	109	5	114	137	- 16.79	698	1,207	- 42.17
Oregon	533	834	1,367	1,317	+ 3.80	9,109	9,332	- 2.39
Pennsylvania	1,294	136	1,430	1,536	- 6.90	9,492	8,765	+ 8.29
Rhode Island	0	0	0	0	0	0	0	0
South Carolina	50	10	60	73	- 17.81	456	512	- 10.94
South Dakota*								
Tennessee	649	135	784	750	+ 4.53	4,829	4,549	+ 6.16
Texas	2,613	430	3,043	3,057	- .46	21,287	21,681	- 1.82
Utah*								
Vermont*								
Virginia	274	27	301	273	+ 10.26	2,163	1,920	+ 12.66
Washington	110	181	291	353	- 17.56	2,124	2,498	- 14.97
West Virginia	0	0	0	0	0	0	0	0
Wisconsin	745	40	785	772	+ 1.68	4,509	5,233	- 13.84
Wyoming	0	0	0	0	0	0	0	
DC & US Territory	0	0	0	0	0	0	0	+100
States shown with (*)	468	36	504	467	+ 7.92	3,335	3,328	+ .21
Canada	5	0	5	0	+100.00	24	0	+100.00
Totals	20,623	8,324	28,947	28,042	+ 3.23%	191,115	186,659	+ 2.39%

***These states have less than three manufacturers. Figures are aggregated on the second line above "totals" to protect proprietary information.**

Figures used are those compiled by the National Conference of States on Building Codes and Standards.

August Production and Shipments

Manufactured homes received by dealers across the country during August totaled 28,947, a gain of 3.23% over the revised figure of 28,042 homes in August, 1978. Total shipments for the first eight months of the year inched ahead to 2.39%, slightly higher than last month's accumulative percentage of 2.24%. If the industry maintains shipments for the last four months to equal the same period of last year's total, shipments would end up about one percent over 1978.

SHIPMENT OF MOBILE HOMES IN AUGUST, 1979

State	Single Section	Multi-Section	Aug. '79 Total	Revised Aug. '78 Total	Percent Comparison	Year to Date Revised 1979	Year to Date Revised 1978	Percent Comparison
Alabama	692	197	889	970	– 8.35	5,566	5,922	– 6.01
Alaska	22	3	25	13	+ 92.31	112	479	– 76.62
Arizona	465	386	851	678	+ 25.52	6,389	4,777	+ 33.75
Arkansas	224	44	268	248	+ 8.06	1,798	1,836	– 2.07
California	372	1,416	1,788	2,041	– 12.40	12,004	16,429	– 26.93
Colorado	359	102	461	434	+ 6.22	3,111	3,048	+ 2.07
Connecticut	39	0	39	55	– 29.09	242	254	– 4.72
Delaware	108	9	117	123	– 4.88	983	894	+ 9.96
Florida	1,039	1,689	2,728	2,185	+ 24.85	18,932	13,761	+ 37.58
Georgia	661	364	1,025	910	+ 12.64	7,103	6,426	+ 10.54
Idaho	180	111	291	306	– 4.90	2,099	2,306	– 8.98
Illinois	497	84	581	585	– .68	3,144	3,399	– 7.50
Indiana	628	64	692	781	– 11.40	4,058	4,149	– 2.19
Iowa	225	21	246	248	– .81	1,393	1,501	– 7.20
Kansas	254	45	299	261	+ 14.56	2,093	1,917	+ 9.18
Kentucky	554	82	636	660	– 3.64	4,253	4,188	+ 1.55
Louisiana	1,151	78	1,229	1,221	+ .66	7,743	8,303	– 6.74
Maine	137	5	142	199	– 28.64	967	1,112	– 13.04
Maryland	89	8	97	110	– 11.82	770	807	– 4.58
Massachusetts	49	4	53	83	– 36.14	412	452	– 8.85
Michigan	843	122	965	1,113	– 13.30	5,873	6,412	– 8.41
Minnesota	302	61	363	446	– 18.61	2,357	2,931	– 19.58
Mississippi	438	85	523	444	+ 17.79	3,317	3,007	+ 10.31
Missouri	374	95	469	429	+ 9.32	3,097	3,041	+ 1.84
Montana	187	49	236	310	– 23.87	1,643	2,184	– 24.77
Nebraska	122	28	150	158	– 5.06	1,007	1,115	– 9.69
Nevada	117	186	303	337	– 10.09	2,167	2,217	– 2.26
New Hampshire	85	5	90	112	– 19.64	605	737	– 17.91
New Jersey	87	12	99	143	– 30.77	607	626	– 3.04
New Mexico	289	91	380	415	– 8.43	2,604	3,437	– 24.24
New York	411	45	456	470	– 2.98	2,787	2,870	– 2.89
North Carolina	1,093	313	1,406	1,128	+ 24.65	8,988	7,731	+ 16.26
North Dakota	122	28	150	159	– 5.66	881	1,098	– 19.76
Ohio	915	123	1,038	879	+ 18.09	5,717	4,888	+ 16.96
Oklahoma	637	78	715	689	+ 3.77	4,259	4,024	+ 5.84
Oregon	268	467	735	772	– 4.79	4,636	5,539	– 16.30
Pennsylvania	764	71	835	934	– 10.60	5,435	5,521	– 1.56
Rhode Island	10	2	12	7	+ 71.43	58	60	– 3.33
South Carolina	596	231	827	671	+ 23.25	5,137	4,411	+ 16.46
South Dakota	80	21	101	121	– 16.53	652	823	– 20.78
Tennessee	499	94	593	489	+ 21.27	3,669	3,526	+ 4.06
Texas	2,090	400	2,490	2,547	– 2.24	18,106	17,764	+ 1.93
Utah	102	41	143	163	– 12.27	1,095	1,265	– 13.44
Vermont	60	1	61	67	– 8.96	362	384	– 5.73
Virginia	418	80	498	541	– 7.95	3,386	3,520	– 3.81
Washington	429	670	1,099	1,167	– 5.83	7,834	8,228	– 4.79
West Virginia	451	62	513	569	– 9.84	3,101	3,228	– 3.93
Wisconsin	355	12	367	380	– 3.42	2,240	2,397	– 6.55
Wyoming	159	37	196	212	– 7.55	1,340	1,317	+ 1.75
DC & US Territory	0	0	0	0	0	0	1	– 100.00
Export	0	0	0	0	0	23	34	– 32.35
Destination Pending	575	102	677	59	+1047.46	4,960	363	+1266.39
Total	20,623	8,324	28,947	28,042	+ 3.23%	191,115	186,659	+ 2.39%

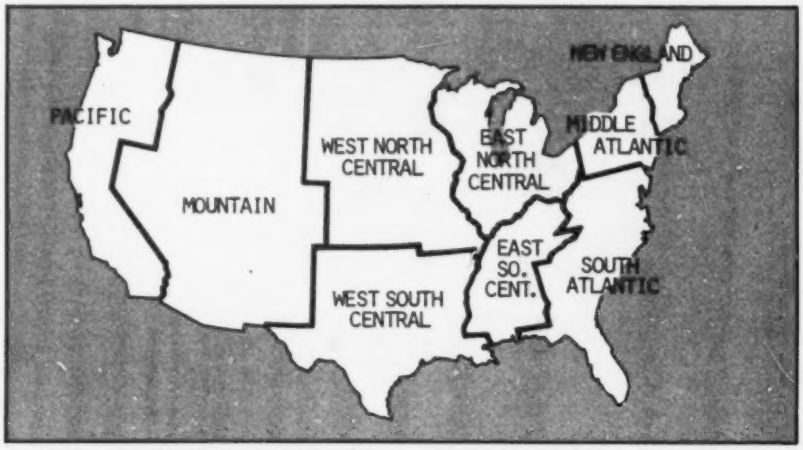
Retail Activity

NATIONALLY, the sales of new manufactured homes increased 34.4% in August, 1979, compared to July of this year. A good sales increase also occurred in August, 1979, amounting to 33.0% when compared to the same month in 1978.

The average number of new homes sold at each sales location was 6.0 with 25% of the new home sales being multi-sectional homes.

Areas reporting an increase in sales in August over July, 1979, were the South Atlantic, West South Central, Mid-Atlantic, New England and Mountain regions. The region with the largest increase was the Mid-Atlantic states with the West South Central states being the second runner-up.

The sales of previously owned homes for the month and year were down. In August, compared to July, 1979, these sales decreased 3.8% and were off 8.6% when comparing sales for the month of August, 1979, to 1978. The average number of previously owned homes sold per sales lot came to 1.4.



Inventory of new manufactured homes was down 5.1% this August compared to a year ago and for previously owned homes there was a 21.0% jump in inventory for the period. The average number of

Continued on Page 48

	SOUTH ATLANTIC	EAST NORTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	EAST SOUTH CENTRAL	MID-ATLANTIC	NEW ENGLAND	PACIFIC	MOUNTAIN	ALL AREAS
NEW SALES COMPARISON AUGUST '79 TO JULY '79 (Percent change)	+64.9	-7.0	-13.9	+80.0	-11.2	+283.3	+16.7	-9.1	+17.1	+34.4
NEW SALES COMPARISON AUGUST 1979 TO 1978 (Precent change)	+82.6	-14.3	+47.6	+49.7	-6.3	+35.3	+7.7	-20.8	-2.4	+33.0
PRE-OWNED SALES COMP. AUGUST '79 TO JULY '79 (Percent change)	+6.7	-40.0	-12.5	+141.7	-27.6	+100.0	-40.0	NC	-25.0	-3.8
PRE-OWNED SALES COMP. AUGUST 1979 TO 1978 (Percent change)	+18.5	-44.4	-30.0	+13.0	-19.2	-45.5	+200.0	-75.0	-14.3	-8.6
NEW INVENTORY COMPARISON AUGUST 1979 TO 1978 (Percent change)	-7.1	-11.6	+54.7	-14.4	+8.7	-10.9	NC	+8.1	-9.9	-5.1
PRE-OWNED INV. COMPARISON AUGUST 1979 TO 1978 (Percent change)	+25.9	+40.9	+47.4	+40.0	-3.4	-11.1	+50.0	-16.7	-25.0	+21.0
DAYS IN INVENTORY NEW HOMES - AUGUST '79 (Based on 31 days)	62	103	82	37	135	55	60	107	60	71*
DAYS IN INVENTORY NEW HOMES - AUGUST '78 (Based on 31 days)	121	98	78	64	98	84	64	80	67	91**

NC No change

* Days in inventory - August, 1979 - (140 locations)
** Days in inventory - August, 1978 - (111 locations)

RETAIL PRICE RANGE	SOUTH ATLANTIC	EAST NORTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	EAST SOUTH CENTRAL	MID-ATLANTIC	NEW ENGLAND	PACIFIC	MOUNTAIN	ALL AREAS
NEW HOMES SOLD IN AUGUST										
Under 6,000	-	4%	-	-	-	3%	-	-	-	3%
6,001 to 8,000	5%	-	16%	-	9%	3%	-	-	-	5%
8,001 to 10,000	17%	4%	22%	13%	35%	-	-	-	-	15%
10,001 to 12,000	11%	25%	9%	31%	12%	17%	14%	-	2%	15%
12,001 to 14,000	5%	8%	25%	9%	6%	17%	15%	10%	2%	9%
14,001 to 16,000	6%	9%	13%	10%	8%	14%	7%	10%	5%	9%
16,001 to 18,000	-	15%	9%	13%	14%	14%	7%	5%	19%	12%
18,001 to 20,000	6%	15%	-	13%	4%	10%	29%	5%	36%	11%
20,001 to 22,000	6%	4%	-	2%	2%	7%	14%	10%	14%	5%
22,001 to 24,000	11%	6%	3%	8%	3%	-	7%	20%	3%	5%
24,001 to 26,000	22%	2%	-	-	4%	4%	-	5%	3%	3%
26,001 to 28,000	6%	4%	-	2%	1%	7%	7%	5%	2%	3%
28,001 to 30,000	-	2%	3%	-	1%	4%	-	15%	-	2%
30,001 to 32,000	-	-	-	-	1%	-	-	10%	2%	1%
32,001 to 34,000	-	-	-	-	-	-	-	-	5%	*
34,001 to 36,000	5%	2%	-	-	-	-	-	-	2%	1%
36,001 to 38,000	-	-	-	-	-	-	-	-	-	-
Over 38,000	-	-	-	-	-	-	-	5%	5%	1%
NEW HOMES IN INVENTORY END AUGUST										
Under 6,000	3%	2%	-	-	3%	-	-	-	-	2%
6,001 to 8,000	14%	-	3%	2%	38%	-	-	-	-	20%
8,001 to 10,000	7%	4%	16%	17%	18%	2%	-	3%	-	13%
10,001 to 12,000	21%	14%	25%	21%	15%	-	4%	15%	4%	15%
12,001 to 14,000	11%	16%	12%	25%	13%	8%	7%	6%	2%	12%
14,001 to 16,000	14%	17%	12%	15%	4%	13%	15%	7%	21%	9%
16,001 to 18,000	4%	18%	12%	6%	3%	20%	30%	7%	11%	8%
18,001 to 20,000	4%	7%	8%	4%	3%	18%	15%	6%	25%	6%
20,001 to 22,000	11%	4%	6%	4%	1%	5%	18%	4%	2%	3%
22,001 to 24,000	4%	3%	1%	-	1%	13%	7%	9%	4%	3%
24,001 to 26,000	4%	1%	1%	-	1%	3%	4%	4%	7%	2%
26,001 to 28,000	3%	2%	-	2%	*	5%	-	6%	6%	1%
28,001 to 30,000	-	3%	1%	-	-	3%	-	3%	4%	1%
30,001 to 32,000	-	2%	1%	-	*	5%	-	4%	2%	1%
32,001 to 34,000	-	2%	-	2%	-	3%	-	6%	-	1%
34,001 to 36,000	-	3%	1%	2%	-	2%	-	1%	6%	1%
36,001 to 38,000	-	-	1%	-	-	-	-	3%	2%	*
Over 38,000	-	2%	-	-	-	-	-	16%	4%	2%

* Less than 1%

RETAIL ACTIVITY

Continued from Page 46

new homes in stock at each sales outlet was 12.5 homes and the average number of pre-owned homes was reported at 3.7 at the end of August, 1979.

Dealers, on a nationwide basis, report 71 days of inventory remaining at the end of August for new manufactured homes. In August, 1978, with 29 less dealers reporting these figures, there were 91 days of inventory on hand at the end of the month. **MHD**

circle **134** on reader service card